

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK**

**IN RE HONEST MARKETING  
LITIGATION**

**Case No. 16-CV-01125**

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**OBJECTION OF KATHRYN A. WERNOW (née METZGER)  
CLASS MEMBER IDENTIFICATION NUMBER: THC0830148  
CONFIRMATION CODE: 93341**

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**NOTICE OF INTENTION TO APPEAR**

*Represented by:*

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### **STANDING AND PROCEDURES TO OBJECT**

Objector's full name, current postal address and current telephone number are as follows:

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Email: ktqtpie22@yahoo.com  
Class Member Identification Number: THC0830148  
Confirmation Code: 93341

Objector is a class member in receipt (via email) of the Notice of Class Action Settlement distributed by the Parties and has standing to make this objection. Objector had a subscription for products from The Honest Company via its website; Objector canceled its subscription in light of the harmful chemicals and other information brought forth this suit.

Objector is represented by Howard Wernow of Sand & Sebolt LPA. Attorney Wernow intends on making an appearance for himself or his firm at the fairness hearing on Friday December 8, 2017. Attorney Wernow, who is the Objector's husband, has never filed an objection to a class action settlement and his primary practice area is intellectual property law, namely patent and trademark matters.

Objector intends on appearing at the fairness hearing either in person or through counsel. Objector relies upon some of the documents contained in the Court's file in support of these objections. Objection is made to any procedures or requirements to object in this case that require information or documents other than those that are contained herein on grounds that such requirements seek irrelevant information to the objections, are unnecessary, unduly burdensome, are calculated to drive down the number and quality of objections to the settlement and violate Objector's and counsel's due process rights and/or Rule 23. Objector adopts and incorporates by reference as though set forth in full all other objections filed in opposition to this proposed settlement and/or proposed attorneys' fees and expenses that are not inconsistent with this objection.

The statement of the objections and the grounds therefore are set forth below.

### **ARGUMENT**

#### **1. There is No Actual Injunctive Relief to Stop Deceptive Advertising Practice which Can Continue to Cause Consumers Harm**

Objector submits that the proposed injunctive relief provided by the Notice of Class Action Settlement indicates "Honest will not place on labels for the Products' statements that the Products are "all natural" or "100% natural." " See Page 6, Notice of Class Action and Proposed Settlement (Long Form).

Objector submits that this is merely a ruse and is too narrow of injunctive relieve. More particularly, it does not solve the root of the problem which gave rise to this class action (i.e., to stop The Honest Company's false advertising). For example, it is entirely possible for The Honest Company to avoid this injunction by stating something is "wholly natural" or "completely natural." Such a label would avoid the injunction provided by the class action settlement, however, would continue to deceive consumers based on the harmful chemicals contained in the Products, as identified in at least one of the Complaint(s).

The Federal Trade Commission ("FTC") has issued specific guides regarding what it considers deceptive schemes. According to the FTC, it is deceptive to misrepresent, directly or indirectly, that a product offers a general environmental belief. According to the FTC, advertising must tell the truth and not mislead customers. In addition, claims must be substantiated. Section 5 of the FTC Act, indicates that the commission has determined that a representation, admission or practice is deceptive if it is likely to mislead customers and effect customers' behaviors or decisions about the product or service. 15 U.S.C. Sec. 45 et. seq. In addition, an act or practice is unfair if the injury it causes, or is likely to cause, is substantial, not outweighed by other benefits and not reasonably avoidable. The FTC Act prohibits unfair or deceptive advertising in any medium. That is, advertising must tell the truth and not mislead consumers.

Objector submits that the injunctive relief provided by the class notice and the proposed settlement leaves the door open for The Honest Company to continue to deceive consumers and violate the FTC Act based on the narrow and strict injunction relating to only "all natural", and "100% natural" products. Objector submits that a crafty

marketer need only look in a thesaurus to find synonyms with "all" or "100%" to substitute additional adjectives that would avoid the injunction provided by the settlement. Would a consumer still be deceived if The Honest Company marketed its products as "wholly natural," "completely natural," or "entirely natural"? **Absolutely they would.**

This is surely not the purpose that Plaintiffs' counsel intended. Beyond the adverse impact upon consumers' welfare, the practice of deceiving customers by indicating the natural products effects the integrity of competition in retail markets. A retailer's use of deceptive advertising constitutes an unfair method of competition, injuring competitors that sell the same or similar products, or otherwise compete in the same market, using only valid and accurate ingredient lists. It is because such false advertising practices are misleading and effective that the FTC has prohibited them. The Court must reject the settlement because if it were to approve the settlement and its illusory injunctive relief, the Court would essentially be rubberstamping The Honest Company's ability to continue to violate FTC law without having given any scrutiny to its illegal practices, contrary to the public interest. In the alternative, the Objector requests this Court to amend or enhance the injunctive relief aspect of this settlement so that consumers such as Objector are provided real assurances that the Honest Company will, in fact, be honest.

**2. The Complaint should seek to Cancel the Honest Company's trademarks as they are deceptive, or alternatively, deceptively misdescriptive.**

Objector submits that Plaintiff's Counsel failed to address a bigger issue in this case than whether the products are "100% natural" or "all natural." The bigger issue is whether the Honest Company should even be allowed to use the trademark "HONEST" with respect to any of its products.

The Honest Company has many federal trademark registrations. By way of non-limiting example, HONEST, Registration Number 4,744,028, is a registered trademark for use and association with All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo;

Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; and Toothpaste.

There are many other registered trademarks of the Honest Company. A non-exhaustive list of the Honest Company's trademarks are attached hereto as Exhibit A. Objector respectfully requests that this Court consider this Objection as a follow-on petition or follow-on motion to consider whether these trademark are even valid. Objector respectfully submits that the Trademarks of Exhibit B (which are selected examples of Exhibit A) are invalid as deceptive, or in the alternative as deceptively misdescriptive. Objector respectfully moves this court to invalidate the Honest Company's trademarks at least of Exhibit B as either deceptive or deceptively misdescriptive.

Section 2 of the Lanham Act (15 U.S.C. § 1052) provides in relevant part: No trademark by which the goods of the applicant may be distinguished from the goods of others shall be refused registration on the principal register on account of its nature unless it (a) consists of or comprises...deceptive...matter... [or] (e) Consists of a mark which (1) when used on or in connection with the goods of the applicant is merely descriptive or deceptively misdescriptive of them.

15 U.S.C. § 1052(a) is indicative that the test for whether a trademark is for deceptive matter is: 1. Does the term misdescribe the character, quality, function, composition or use of the goods or services? 2. If so, are consumers likely to believe the misdescription to be true? 3. And is the misdescription material to the purchasing

decision or likely to affect the decision to purchase of a significant portion of the relevant consumers? *In re Budge Mfg. Co.*, 857 F.2d 773, 775 (Fed. Cir. 1988), as clarified/modified by *In re Spirits Int'l, N.V.*, 563 F.3d 1347 (Fed. Cir. 2009).

For example, the proposed trademark ORGANIK was refused registration for clothing for cotton that was not organically grown or free of chemical processing. (*In re Organik Techs. Inc.*, 41 USPQ 2d 1690 (TTAB 1997)). Similar to this analysis, the Objector submits that the Honest trademarks should be cancelled for products that were not made without chemical processing.

The first two prongs of the test for deceptive marks are identical to the entire test for deceptively misdescriptive marks. The difference with deceptive marks is that their misdescription is material to the purchasing decision of the consumer. The Trademark Manual for Examining Procedure instructs that evidence must be shown that "the misdescriptive quality or characteristic would make the product or service more appealing or desirable to the prospective purchasers." TMEP §1203.02(d).

Objector declares that the term "honest", with respect to the products purchased by the Objector, made the products more desirable and appealing to the Objector. **Additionally, the Objector made several purchases based on the material misdescription of the quality or characteristic that the word "honest" implied that the products were free from chemical processing or other harmful chemicals.**

Objector submits that the term "HONEST" misdescribes the goods associated therewith because they describe a product that is free of chemical processing or other harmful chemicals inasmuch as the ordinary meaning of the term "honest" refers generally to truthfulness. Truthfulness to consumers is considered to be something that is pure; not filled with harmful chemicals. Since the term "HONEST" was material to the purchasing decision of at least ordinary one purchaser (i.e. the Objector), the Objector submits that all three prongs of the misdescriptive test are fulfilled and the trademarks of Exhibit B should be invalidated/cancelled.

Registrations for deceptive marks may be cancelled at any time. 15 USC §1064(3). Accordingly, Objector respectfully submits that this Honorable Court should cancel the Honest trademarks, as detailed in Exhibit B, as they are deceptive.

Objector further submits that the Honest trademarks detailed in Exhibit B are deceptively misdescriptive terms. The test for deceptively misdescriptive terms identified in 15 USC §1052(e)(1) is: 1. Does the term misdescribe the character, quality, function, composition or use of the goods or services? 2. If so, are consumers likely to believe the misdescription to be true? *In re Quady Winery, Inc.*, 221 USPQ 1213 (TTAB 1984).

For example, the proposed trademark TITANIUM was refused registration for recreational vehicles that do not contain titanium (*Glendale International Corp. v United States PTO*, 374f. supp. 2d479 (E.D. Va. 2005)). A trademark is a source identifier that is intended to prevent consumer confusion as to the source of a particular good or service. Trademark registration for deceptively misdescriptive terms is prohibited because these terms are not source identifiers. They are legally equivalent to descriptive terms (of which registration is prohibited) in that they do not automatically point to a source for the goods.

Objector submits that The Honest Company's trademarks identified in Exhibit B are additionally deceptively misdescriptive. Objector declares that the term "honest", with respect to the goods purchased by the Objector, misdescribe the character, quality, function, and composition of the products because they are not made with honest processing which would be free of harmful chemicals. Objector declares that the second prong of the misdescriptive test is satisfied inasmuch as she was confused and believed the misdescription of the word "honest" to be true with respect to the products she purchased. Particularly, Objector believed the products having an "Honest" trademark would be free from chemical processing or other harmful chemicals.

A trademark is eligible for incontestability after five years of registration on the principal register. Incontestable trademark registrations may not be cancelled on the ground that they are deceptively misdescriptive 15 USC §1064(3). Objector respectfully submits that this Honorable Court invalidate and cancel the trademarks identified in Exhibit B inasmuch as they are misdescriptive or deceptively misdescriptive terms and are not incontestable.

Upon cancellation of the Trademarks in Exhibit B, Objector submits that damages should be awarded to the Class Members. The damages should reflect the

unfair competitive advantages that The Honest Company received by monopolizing the term "honest" for products to deceive consumers into believing its products were free of harmful chemicals. The trademark damages will increase the overall award to Class Members. Thus, Objector objects to the settlement amount of \$7,350,000 because it is too low and the overall settlement amount should actually be greater based on The Honest Company's unfairly earned profits (i.e., unfair competition) based on trademarks that are deceptive or deceptively misdescriptive.

Objector respectfully requests that this Honorable Court consider a disgorgement of profits analysis be applied to the trademarks of Exhibit B, and then the disgorgement value be applied to the overall settlement amount to be paid to the Class Members. At the very least, the Court should amend and enhance the settlement fund to account for Defendant's ill-gotten gains from its deceptive or deceptively misdescriptive trademarks.

### **3. Procedural Objections**

Objector objects to certain procedural matters. First, objection is made to the claims process as being too burdensome and the claims deadline too short. This will have the effect of reducing the number of claims and the amount ultimately paid by The Honest Company. These features contribute to the unfairness of the settlement. Second, objection is made that the deadline to object to the proposed settlement and to the proposed award of attorneys' fees, expenses and incentive awards is before the deadline for the plaintiffs to file their motions for final approval of the class settlement and for approval of the proposed attorneys' fees, expenses, and incentive awards. Procedural due process and general rules of fair play are at odds with requiring an objection to the proposed settlement and to the proposed award of attorneys' fees, expenses and incentive awards before the motions for the same will be filed by the plaintiffs.

### **4. Fairness, Adequacy and Reasonableness**

Under Rule 23(3)(2) of the Federal Rules of Civil Procedure, a proposed class action settlement may only be approved if it is shown to be "fair, adequate and



reasonable.” “The Court must review the negotiating process leading up to the settlement for procedural fairness, to ensure that the settlement results from an arm’s-length, good faith negotiation between experienced and skilled litigators.” *Charron v. Weiner*, 731 F.3d 241, 247 (2d Cir. 2013) (citations omitted), *cert. denied*, 134 S. Ct. 1941 (2014). “In class-action settlements, the adversarial process extends only to the amount the defendant will pay, not the manner in which the amount is allocated between the class representatives, class counsel, and unnamed class members. For the economic reality [is] that a settling defendant is concerned only with its total liability, and thus a settlement’s allocation between the class payment and the attorneys’ fees is of little or no interest to the defense...and that means the courts must carefully scrutinize whether [class counsel’s and the named representatives’] fiduciary obligations have been met.” *In re Dry Max Pampers Litig.*, 724 F.3d 713, 717-18 (6<sup>th</sup> Cir. 2013) (internal quotations omitted). The Court must also analyze substantive fairness considering the following nine factors:

(1) the complexity, expense and likely duration of the litigation; (2) the reaction of the class to the settlement; (3) the stage of the proceedings and the amount of discovery completed; (4) the risks of establishing liability; (5) the risks of establishing damages; (6) the risks of maintaining the class action through the trial; (7) the ability of the defendants to withstand a greater judgment; (8) the range of reasonableness of the settlement fund in light of the best possible recovery; [and] (9) the range of reasonableness of the settlement fund to a possible recovery in light of all the attendant risks of litigation.

*Detroit v. Grinnell Corp.*, 495 F.2d 448, 463 (2d Cir. 1974).

“In reviewing a proposed settlement, a court should not apply any presumption that the settlement is fair and reasonable.” Am. Law Institute, *Principles of the Law of Aggregate Litig.* §3.05(c) (2010). “The burden of proving the fairness of the settlement is on the proponents.” *Pampers*, 724 F.3d at 718 (compiling cases and authorities). An actual showing is required, beyond a court’s “complete confidence in the ability and integrity of counsel.” *Day v. Persels & Assocs., LLC*, 729 F.3d 1309, 1315 (11<sup>th</sup> Cir. 2013). The proponents of this settlement have not satisfied their burden of proving fairness, and objection is made on that basis.

The Honest Company's total liability in this case includes cash payments or "store credit" to the class members following the claims process. There will be no need to guess at the amount of cash payments or the amount of The Honest Company's store credit that will be distributed because the claims deadline has passed and the Court may analyze that information.

The settlement provides that class member, through submission of a claim form, is entitled to \$2.50 for each purchase of a product for up to ten products without proof of purchase and unlimited products with proof of purchase.

Objection is made to the lack of proportionality of this settlement relief. A class member who only buys one item from The Honest Company without proof of purchase receives the same benefits as a class member who purchases ten items with proof of purchase. This claims payout scheme simply shotguns recovery to all purchasers instead of precisely tailoring recovery to each individual absent class member's rights. While of course each individual absent class member's recovery can be rounded off in order to arrive at a workable system, the settlement's structure falls short of Due Process. If absent class members are giving up their legal rights, they need a specific recovery more closely tied to those rights, not just \$2.50 per purchase no matter what.

Another major component of The Honest Company's liability in this settlement is for attorneys' fees, expenses, and incentive awards: \$7,350,000 plus nine \$5,000 incentive awards. One often overlooked aspect of class action fairness is the incentive award. In the present matter, \$45,000 in total split between nine different named plaintiffs is very large as a proportion of the total settlement. While of course named plaintiffs should be awarded something for the trouble of putting their name on a complaint, advocating on behalf of themselves and absent class members, and holding companies accountable, this absent class member Objector would argue that \$45,000 is excessive. In evaluating the fairness of this settlement, the Court should consider the actual amount of cash paid to the class and the money that could have been paid to the class members but for class' counsel's decisions to earmark those funds for their own attorneys' fees, expenses, and incentive awards.

## 5. Attorneys' Fees and Expenses

Attorneys' fee awards should directly align the interests of the class and its counsel. *Wal-Mart Stores, Inc. v. Visa U.S.A., Inc.* 396 F.3d 96, 122 (2d Cir.) (quotation omitted), *cert. denied*, 544 U.S. 1044 (2005). Here, the class notice provides:

Co-lead settlement plaintiff's counsel, and any other attorneys involved in bringing the action and similar actions, will petition the court to receive attorneys' fees and costs up to \$2,450,000. The court will make the final decision as to the amount to be paid to the attorneys for their fees and costs.

Class notice (Long Form) at Page 12.

It should be noted at the outset that The Honest Company is likely indifferent as to the allocation of any settlement payments between the consumers and attorneys' fees. *See, eg., Malchman v. Davis*, 761 F.2d 893, 908 (2d Cir. 1985) (Jon O. Newman, concurring), *cert. denied*, 475 U.S. 1143 (1985); *see also Pampers*, 724 F.3d at 717-18. The existence of separate funds, therefore, should be viewed as what it is: an artifact of class counsel's deliberate choice.

In an ordinary common fund settlement with unsegregated fees, this Court could correct any allocation issues because any fees not paid to class counsel simply reverts to the plaintiffs. *See, e.g., In re Citigroup Sec. Litig.*, 965 F. Supp. 2d 369 (S.D.N.Y. 2013) (reducing excessive fee request by \$26.7 M for benefit of shareholders). If "class counsel agreed to accept excessive fees and costs to the detriment of class plaintiffs, then class counsel breached their fiduciary duty to the class." *Labatz v. U.S. West Cellular of Cal., Inc.* 222 F.3d 1142, 1147 (9th Cir. 2000). Objection is made on this basis. *But see Blessing v. Sirius XM Radio Inc.*, 507 Fed. Appx. 1 (2d Cir. 2012) (not selected for publication in Federal Report), *cert. denied*, 134 S.Ct. 402 (2013).

In addition to the structural problems associated with the attorneys' fee request, the amounts sought by class counsel are excessive using either a percentage of recovery or lodestar analysis. Reasonableness is the primary question in determining an award of attorneys' fees. The Second Circuit has set forth the following six factors to determine the reasonableness of a fee application: "(1) the time and labor expended by

counsel; (2) the magnitude and complexities of the litigation; (3) the risk of the litigation; (4) the quality of representation; (5) the requested fee in relation to the settlement; and (6) public policy considerations." *Goldberger v. Integrated Resources, Inc.*, 209 F.3d 43, 50 (2d Cir. 2000). Applying these factors, the attorneys' fee and expense request is excessive. Accordingly, the objection is proper.

What's more, the absent class members don't know and literally can't know the evidence that justify these fees. Since the petition for fees is due AFTER the deadline to object to the settlement, it is impossible for class members to know how accurate this \$2,450,000 fee amount is as it relates to the actual work. Additionally, because there is no indication that any real discovery took place, it is impossible for class members to know how accurate this multi-million dollar fee is as it relates to the recovery for class members. Objector requests the Court deny this grant of attorneys' fees or, at the very least, allow Objector and other class members to perform discovery to obtain evidence for the justification for this fee.

## **6. Onerus and Burdensome Claims Process**

The parties have set up an onerous and burdensome claims process which will significantly reduce the claim rate and thus will reduce both the number of class members who will receive payments and the total amount of funds dispersed. Class members are required to: (1) find receipts or credit card statements evidencing their purchases and then upload those documents to the settlement website via claim form; (2) mail those same documents via postal mail to the settlement administrator; or (3) if they cannot locate receipts or credit card statements, fill out a claim form obtaining up to ten claims at \$2.50 each.

It is well established that any settlement process which requires customers to locate documents or receipts will have an abysmally low claims rate. Further, the lack of privacy assurances on the website regarding uploading data, despite the website requesting customers to upload entire credit card statements containing private credit card account information and personal purchase histories, will likely further dampen the claims response rate.

## **7. Lack of Discovery and Lack of Investigation by Plaintiff's Counsel**

The many flaws in this settlement are in large part reflective on the lack of diligence and lack of discovery by plaintiff's counsel in this case. The only evidence, if you can call it that, that any discovery has taken place is one conclusory mention of discovery on Page 2 of the June 30, 2017 Memorandum of Law in Support of Uncontested Motion for Preliminary Approval of Class Action Settlement: "The Parties engaged in extensive and hard-fought litigation, which included motion practice, substantial discovery, and a full-day mediation..." **That's it.** There is no indication on the docket that a single deposition was taken, one interrogatory answered or objected to, no declaration, nothing. There is zero indication that the Defendant was ever put under oath for anything. How can absent class members be compelled to accept a settlement when The Honest Company has never been compelled to testify and actually be honest under oath? Objector strongly objects to the lack of discovery and investigation of the alleged wrongdoing.

These failures by plaintiff's counsel also include: (1) being unwilling to investigate the current false advertising reference scheme to other synonyms of "all" or "100%" and whether it complies with FTC law, and (2) failure to address the Honest Company's trademarks for invalidity/cancellation as deceptive or deceptively misdescriptive.

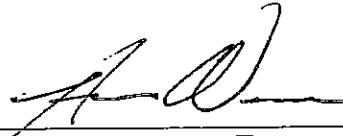
The Court should not approve this settlement without demanding detailed information about the discovery performed and getting a handle on what class counsel have actually done in this case. In the alternative, the Court should allow Objector and other absent class members to perform additional confirmatory discovery to ensure that they are not giving up their legal rights to claims that are worth much more than \$2.50 and a toothless injunction.

## 8. Conclusion

Based on the foregoing, the Court should reject the settlement as unfair, inadequate, and unreasonable. There is considerable evidence that the proposed settlement was the product of collusion at the expense of absent class members.

Dated: October 19, 2017

Respectfully submitted,



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## VERIFIED STATEMENT

I declare under penalty of perjury under the laws of the United States of America that the foregoing statements regarding class membership are true and correct to the best of my knowledge.

Dated: October 19, 2017



Kathryn A. Wernow (née Metzger)

CLASS MEMBER IDENTIFICATION  
NUMBER: THC0830148  
CONFIRMATION CODE: 93341

**CERTIFICATE OF SERVICE**

I hereby certify that on the 19<sup>th</sup> day of October, 2017, the undersigned attorney has mailed, via certified U.S. Mail the foregoing Objection of Kathryn Wernow to the Claims Administrator, which should then send this Objection to the Court, with copies via regular U.S. Mail to the following:

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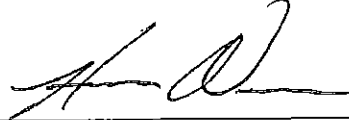
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Dated: 10/19/2017 Respectfully submitted,



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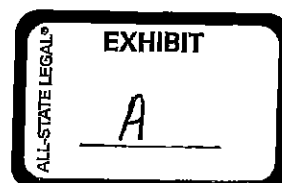
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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86514890	5296775	HONEST BEAUTY EVEN BRIGHTER	TSDR	LIVE
2	86979158	5005152	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
3	86979047	4994922	HONEST BEAUTY	TSDR	LIVE
4	86978527	4953186	HONEST BEAUTY FRESH	TSDR	LIVE
5	86978513	4953182	HONEST BEAUTY GLAM	TSDR	LIVE
6	86978512	4953181	HONEST BEAUTY GLAM	TSDR	LIVE
7	86978511	4953180	HONEST BEAUTY FRESH	TSDR	LIVE
8	86978474	4953174	HONEST BEAUTY SUNNY	TSDR	LIVE
9	86978473	4953173	HONEST BEAUTY SUNNY	TSDR	LIVE
10	86977990	4893763	HONEST BEAUTY	TSDR	LIVE
11	86977756	4878813	HONEST BEAUTY	TSDR	LIVE
12	86977018	4943012	HONEST	TSDR	LIVE
13	86976942	4948061	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
14	86975486	4739220	HONEST BEAUTY	TSDR	LIVE
15	86810703	5189093	LESBEHONEST	TSDR	LIVE
16	86587103	4862591	HONESTBABY	TSDR	LIVE
17	86549135	4790677	HONEST TO GOODNESS	TSDR	LIVE
18	86388835	4891290	HONEST MAKEUP	TSDR	LIVE
19	86652531	5116940	HONEST SKINCARE	TSDR	LIVE
20	85778546	5291212	THE HONEST CO.	TSDR	LIVE
21	85777950	5291210	HONEST	TSDR	LIVE
22	85774161	5271406	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
23	85983757	4832329	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
24	85983716	4832328	THE HONEST CO.	TSDR	LIVE
25	85983688	4809062	HONEST	TSDR	LIVE
26	85983687	4809061	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
27	85983625	4918540	HONEST	TSDR	LIVE
28	85983521	4795746	HONEST	TSDR	LIVE
29	85983455	4720844	THE HONEST CO.	TSDR	LIVE
30	85983363	4696715	HONEST	TSDR	LIVE
31	85983362	4713234	THE HONEST CO. THE HONEST CO.	TSDR	LIVE



32	85983205	4696706	HONEST BEAUTY	TSDR	LIVE
33	85982069	4606765	HONEST	TSDR	LIVE
34	85981063	4508208	HONEST	TSDR	LIVE
35	85778606	4832202	THE HONEST CO.	TSDR	LIVE
36	85778572	4739478	THE HONEST CO.	TSDR	LIVE
37	85778543	4560968	THE HONEST CO.	TSDR	LIVE
38	85778533	4550028	THE HONEST CO.	TSDR	LIVE
39	85778527	4560967	THE HONEST CO.	TSDR	LIVE
40	85778516	4560966	THE HONEST CO.	TSDR	LIVE
41	85778511	4560965	THE HONEST CO.	TSDR	LIVE
42	85778504	4560964	THE HONEST CO.	TSDR	LIVE
43	85778491	4560963	THE HONEST CO.	TSDR	LIVE
44	85778486	4560962	THE HONEST CO.	TSDR	LIVE
45	85778060	4744028	HONEST	TSDR	LIVE
46	85777882	4664222	HONEST	TSDR	LIVE
47	85777865	4506749	HONEST	TSDR	LIVE
48	85777846	4506748	HONEST	TSDR	LIVE
49	85777839	4506747	HONEST	TSDR	LIVE
50	85777820	4580898	HONEST	TSDR	LIVE
51	85777809	4506745	HONEST	TSDR	LIVE
52	85774180	4739475	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
53	85774148	4560949	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
54	85774116	4550022	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
55	85774091	4560948	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
56	85774070	4560947	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
57	85774060	4560946	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
58	85774052	4560945	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
59	85774045	4832197	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
60	85774028	4560944	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
61	85774010	4560943	THE HONEST CO. THE HONEST CO.	TSDR	LIVE
62	85658529	4964802	HONEST BEAUTY	TSDR	LIVE
63	85658505	5036713	HONEST BEAUTY	TSDR	LIVE

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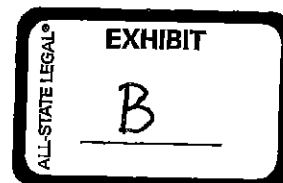
### HONEST BEAUTY EVEN BRIGHTER

Word Mark	HONEST BEAUTY EVEN BRIGHTER
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations. FIRST USE: 20150909. FIRST USE IN COMMERCE: 20150909
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86514890
Filing Date	January 26, 2015
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 5, 2015
Registration Number	5296775
Registration Date	September 26, 2017
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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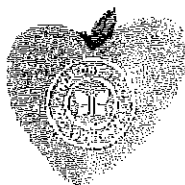

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**Word Mark** THE HONEST CO. THE HONEST CO.  
**Goods and Services** IC 005. US 006 018 044 046 051 052. G & S: Dietary supplements; infant formula. FIRST USE: 20150217. FIRST USE IN COMMERCE: 20150217  
**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
**Design Search Code** 02.11.13 - Hearts used as backgrounds or carriers  
03.23.01 - Butterflies; Moths  
05.03.25 - Leaf, single; Other leaves  
06.09.06 - Avocados; Fruits with pits (apricots, peaches, plums, olives and the like)  
26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles  
26.01.21 - Circles that are totally or partially shaded.  
**Serial Number** 86979158  
**Filing Date** January 5, 2015  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** August 18, 2015  
**Registration Number** 5005152  
**Registration Date** July 19, 2016  
**Owner** (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Irene Y. Lee  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN  
**Description of Mark** The color(s) peach pink and light green is/are claimed as a feature of the mark. The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down; the circles are in the middle of a graphic peach. The graphic peach appears in peach pink with light green leaves on top. The color white is not a color feature of the mark as it is used as background.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE



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## HONEST BEAUTY GLAM

Word Mark HONEST BEAUTY GLAM  
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations; Cosmetics and make-up. FIRST USE: 20150909. FIRST USE IN COMMERCE: 20150909

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86978512

Filing Date February 5, 2015

Current Basis 1A

Original Filing Basis 1B

Published for Opposition May 12, 2015

Registration Number 4953181

Registration Date May 3, 2016

Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Irene Y. Lee

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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# HONEST BEAUTY FRESH

Word Mark	HONEST BEAUTY FRESH
Goods and Services	IC 003. US 001 004 006 060 051 052. G & S: Non-medicated skin care preparations; Cosmetics and make-up. FIRST USE: 20150909. FIRST USE IN COMMERCE: 20150909
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86978511
Filing Date	February 5, 2015
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 12, 2015
Registration Number	4953180
Registration Date	May 3, 2016
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONEST BEAUTY SUNNY

Word Mark	HONEST BEAUTY SUNNY
Goods and Services	IC 003, US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations; Cosmetics and make-up. FIRST USE: 20150909, FIRST USE IN COMMERCE: 20150909
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86978474
Filing Date	February 5, 2015
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 12, 2015
Registration Number	4953174
Registration Date	May 3, 2016
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONEST

Word Mark HONEST

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Bathroom tissue; disposable napkins; napkin paper; napkins of paper for removing make-up; paper napkins; paper tissues; paper towels; tissue paper; toilet tissue. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120117

Standard

Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86977018

Filing Date May 23, 2014

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 14, 2014

Registration Number 4943012

Registration Date April 19, 2016

Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Irene Y. Lee

Prior Registrations 3444412;4506747;4506748

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark THE HONEST CO. THE HONEST CO.  
Goods and Services IC 016, US 002 005 022 023 029 037 038 050. G & S: Bathroom tissue; disposable napkins; napkin paper; napkins of paper for removing make-up; paper napkins; paper tissues; paper towels; tissue paper; toilet tissue. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120117

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 03.23.01 - Butterflies; Moths  
26.01.20 - Circles within a circle

Serial Number 86976942

Filing Date May 23, 2014

Current Basis 1A

Original Filing Basis 1B

Published for Opposition December 2, 2014

Registration Number 4948061

Registration Date April 26, 2016

Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Irene Y. Lee

Prior Registrations 3444412;4506747;4506748;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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# LESBEHONEST

Word Mark	LESBEHONEST
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Lip gloss; Lip gloss and wands therefor sold as a unit; Lipstick; Lipsticks. FIRST USE: 20151013. FIRST USE IN COMMERCE: 20151013
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86810703
Filing Date	November 5, 2015
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 12, 2016
Registration Number	5189093
Registration Date	April 25, 2017
Owner	(REGISTRANT) THE HONEST COMPANY, INC. CORPORATION DELAWARE SUITE 500 12130 MILLENNIUM DRIVE PLAYA VISTA CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONESTBABY

<b>Word Mark</b>	HONESTBABY
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Downloadable software application for computers and mobile devices, namely, software for providing and processing information and data in the fields of parenting, child development, health, and education; Downloadable software application for computers and mobile devices, namely, software for processing data and database management of retail store services featuring baby and baby diaper products, personal care products, cosmetics, nutritional supplements, household cleaning products, and furniture. FIRST USE: 20130331. FIRST USE IN COMMERCE: 20130331
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86587103
<b>Filing Date</b>	April 3, 2015
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	September 15, 2015
<b>Registration Number</b>	4862591
<b>Registration Date</b>	December 1, 2015
<b>Owner</b>	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Irene Y. Lee
<b>Prior Registrations</b>	3444412;3492375
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# HONEST MAKEUP

Word Mark	HONEST MAKEUP
Goods and Services	IC 003, US 001 004 006 050 051 052, G & S: Cosmetics. FIRST USE: 20140530, FIRST USE IN COMMERCE: 20140907
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86388835
Filing Date	September 8, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 4, 2015
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	4891290
Registration Date	January 26, 2016
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MAKEUP" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# Honest Skincare

<b>Word Mark</b>	HONEST SKINCARE
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: Cosmetics. FIRST USE: 20140530. FIRST USE IN COMMERCE: 20141210
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86652531
<b>Filing Date</b>	June 5, 2015
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 25, 2016
<b>Registration Number</b>	5116940
<b>Registration Date</b>	January 10, 2017
<b>Owner</b>	(REGISTRANT) THE HONEST COMPANY, INC. CORPORATION DELAWARE 12130 Millennium Drive, Suite 600 Playa Vista CALIFORNIA 90094
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Irene Y. Lee
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SKINCARE" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# THE HONEST CO.

Word Mark	THE HONEST CO.
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S; Infant formula. FIRST USE: 20150223. FIRST USE IN COMMERCE: 20150223
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85983716
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1A;1B
Published for Opposition	August 6, 2013
Registration Number	4832328
Registration Date	October 13, 2015
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark THE HONEST CO. THE HONEST CO.

Goods and Services IC 005. US 006 018 044 046 051 052. G &amp; S: Infant formula. FIRST USE: 20150223, FIRST USE IN COMMERCE: 20150223

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search 03.23.01 - Butterflies; Moths

Code 26.01.02 - Circles, plain single line; Plain single line circles

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

Serial Number 85983687

Filing Date November 7, 2012

Current Basis 1A

Original Filing Basis 1A;1B

Published for  
Opposition August 20, 2013Registration  
Number 4809081International  
Registration  
Number 1181682; 1246143

Registration Date September 8, 2015

Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista  
CALIFORNIA 90094Assignment  
Recorded ASSIGNMENT RECORDED

Attorney of Record Irene Y. Lee

Prior Registrations 3444412; 3492375

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." AND "CO." APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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# HONEST

Word Mark	HONEST
Goods and Services	IC 010. US 026 039 044. G & S: Baby bottles. FIRST USE: 20121007. FIRST USE IN COMMERCE: 20121107
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86983625
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1A;1B
Published for Opposition	April 16, 2013
Registration Number	4918540
Registration Date	March 15, 2016
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONEST

Word Mark	HONEST
Goods and Services	IC 020, US 002 013 022 025 032 050. G & S: Baby changing mats; Baby changing tables; Diaper changing mats; Pillows. FIRST USE: 20140805. FIRST USE IN COMMERCE: 20140805
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85983521
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 16, 2013
Registration Number	4795746
Registration Date	August 18, 2015
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# THE HONEST CO.

Word Mark  
Goods and  
Services

THE HONEST CO.

IC 005, US 006 018 044 046 051 052. G & S: Anti-insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; Insect exterminating agents; Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use; Vitamins. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120217

Standard  
Characters  
Claimed

Mark Drawing  
Code

(4) STANDARD CHARACTER MARK

Serial Number

85983455

Filing Date

November 13, 2012

Current Basis

1A

Original Filing  
Basis

1A;1B

Published for  
Opposition

August 6, 2013

Registration  
Number

4720844

Registration Date

April 14, 2015

Owner

(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment  
Recorded

ASSIGNMENT RECORDED

Attorney of  
Record

Irene Y. Lee

Prior  
Registrations

3444412;3492375

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO," APART FROM THE MARK AS SHOWN

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live/Dead  
Indicator

LIVE

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# HONEST

Word Mark  
Goods and  
Services

HONEST

IC 005, US 006 018 044 046 051 052, G & S: Anti-Insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; [ Insect exterminating agents; ] Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use. FIRST USE: 20120117, FIRST USE IN COMMERCE: 20120217

Standard  
Characters  
Claimed

Mark Drawing  
Code

(4) STANDARD CHARACTER MARK

Serial Number

85983363

Filing Date

November 13, 2012

Current Basis

1A

Original Filing  
Basis

1A;1B

Published for  
Opposition

April 16, 2013

Change in  
Registration

CHANGE IN REGISTRATION HAS OCCURRED

Registration  
Number

4696715

Registration Date

March 3, 2015

Owner

(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment  
Recorded

ASSIGNMENT RECORDED

Attorney of  
Record

Irene Y. Lee

Prior Registrations

3444412;3492375

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live/Dead  
Indicator

LIVE

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## Word Mark

THE HONEST CO. THE HONEST CO.

## Goods and Services

IC 005. US 006 018 044 046 051 052. G & S: Anti-insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; Insect exterminating agents; Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use; Vitamins; Disposable swim pants and Disposable training pants. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120217

## Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

## Design Search Code

03.23.01 - Butterflies; Moths

26.01.02 - Circles, plain single line; Plain single line circles

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

## Serial Number

85983362

## Filing Date

November 7, 2012

## Current Basis

1A

## Original Filing Basis

1A;1B

## Published for Opposition

August 20, 2013

## Registration Number

4713234

## International Registration Number

1181682; 1246143

## Registration Date

March 31, 2015

## Owner

(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

## Assignment Recorded

ASSIGNMENT RECORDED

## Attorney of Record

Irene Y. Lee

## Prior Registrations

3444412;3492375

## Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." AND "CO." APART FROM THE MARK AS SHOWN

## Description of Mark

Color is not claimed as a feature of the mark. The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down.

## Type of Mark

TRADEMARK

## Register

PRINCIPAL

## Live/Dead Indicator

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# HONEST BEAUTY

Word Mark	HONEST BEAUTY
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Non-medicated lip balms; Cosmetics. FIRST USE: 20141223. FIRST USE IN COMMERCE: 20141223
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85983205
Filing Date	June 21, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 4, 2013
Registration Number	4696706
Registration Date	March 3, 2015
Owner	(REGISTRANT) THE HONEST COMPANY, INC. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONEST

Word Mark	HONEST
Goods and Services	IC 010. US 026 039 044. G & S: Teething rings. FIRST USE: 20131002. FIRST USE IN COMMERCE: 20131002
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85981063
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1A;1B
Published for Opposition	April 16, 2013
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	4508208
Registration Date	April 1, 2014
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 600 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# THE HONEST CO.

**Word Mark** THE HONEST CO.  
**Goods and Services** IC 003, US 001 004 006 050 051 052. G & S: All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; Tooth paste. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120217

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85778572

**Filing Date** November 13, 2012

**Current Basis** 1A

**Original Filing Basis** 1A;1B

**Published for Opposition** October 22, 2013

**Registration Number** 4739478

**Registration Date** May 19, 2015

**Owner** (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 600 Playa Vista CALIFORNIA 90094

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Irene Y. Lee

**Prior Registrations** 3444412;3492375

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE



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# THE HONEST CO.

Word Mark	THE HONEST CO.
Goods and Services	IC 010. US 026 039 044. G & S: Baby bottles; Teething rings. FIRST USE: 20121007. FIRST USE IN COMMERCE: 20121107
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85778543
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1A;1B
Published for Opposition	August 6, 2013
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	4560968
Registration Date	July 1, 2014
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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## THE HONEST CO.

Word Mark	THE HONEST CO.
Goods and Services	IC 035. US 100 101 102. G & S: Retail store services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products and household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products and household cleaning products. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120117
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85778533
Filing Date	November 13, 2012
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 6, 2013
Change in Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	4560028
Registration Date	June 17, 2014
Owner	(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Prior Registrations	3444412;3492375
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
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# HONEST

**Word Mark** HONEST  
**Goods and Services** IC 003, US 001 004 006 050 051 052. G & S: (Based on Use in Commerce) All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; Tooth paste. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120217

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85778060

**Filing Date** November 13, 2012

**Current Basis** 1A

**Original Filing Basis** 1A;1B

**Published for Opposition** October 1, 2013

**Registration Number** 4744028

**International Registration Number** 1245396

**Registration Date** May 26, 2015

**Owner** (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Irene Y. Lee

**Prior Registrations** 3444412;3492375

**Type of Mark** TRADEMARK

**Registrar** PRINCIPAL

**Live/Dead Indicator** LIVE



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# HONEST

Word Mark HONEST

Goods and Services IC 035, US 100 101 102. G & S: Retail store services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products and household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products and household cleaning products. FIRST USE: 20131121. FIRST USE IN COMMERCE: 20140116

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85777882

Filing Date November 13, 2012

Current Basis 1A

Original Filing Basis 1A

Published for Opposition July 15, 2014

Registration Number 4664222

International Registration Number 1245396

Registration Date December 30, 2014

Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Irene Y. Lee

Prior Registrations 3444412;3492375

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark THE HONEST CO. THE HONEST CO.

Goods and Services

IC 003, US 001 004 006 050 051 052, G & S: All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; Tooth paste. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120217

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

03.23.01 - Butterflies; Moths

26.01.02 - Circles, plain single line; Plain single line circles

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

Serial Number

85774180

Filing Date

November 7, 2012

Current Basis

1A

Original Filing Basis

1A;1B

Published for Opposition

October 22, 2013

Registration Number

4739475

International Registration Number

1181682; 1246143

Registration Date

May 19, 2015

Owner

(REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of Record

Irene Y. Lee

Prior Registrations

3444412; 3492375

Disclaimer

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Word Mark THE HONEST CO. THE HONEST CO.  
Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products, household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods, namely, eco-friendly baby products, baby bath products, baby diaper products, baby body care products, household cleaning products. FIRST USE: 20120117. FIRST USE IN COMMERCE: 20120117

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS  
Design Search Code 03.23.01 - Butterflies; Moths  
26.01.02 - Circles, plain single line; Plain single line circles  
26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

Serial Number 85774116  
Filing Date November 7, 2012  
Current Basis 1A  
Original Filing Basis 1A  
Published for Opposition August 20, 2013  
Change in Registration CHANGE IN REGISTRATION HAS OCCURRED  
Registration Number 4550022  
International Registration Number 1246143; 1236213  
Registration Date June 17, 2014  
Owner (REGISTRANT) The Honest Company, Inc. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094  
Assignment Recorded ASSIGNMENT RECORDED  
Attorney of Record Irene Y. Lee  
Prior Registrations 3444412; 3492375  
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." AND "CO." APART FROM THE MARK AS SHOWN  
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down.  
Type of Mark SERVICE MARK



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## HONEST BEAUTY

Word Mark	HONEST BEAUTY
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: Medicated skin care preparations. FIRST USE: 20160910. FIRST USE IN COMMERCE: 20160910
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85658529
Filing Date	June 21, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 4, 2012
Registration Number	4964802
Registration Date	May 24, 2016
Owner	(REGISTRANT) THE HONEST COMPANY, INC. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Irene Y. Lee
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# HONEST BEAUTY

<b>Word Mark</b>	HONEST BEAUTY
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: Cosmetic Creams for Skin Care; Cosmetic Sunscreen Preparations; Facial Cleaners; Facial Creams; Liquid Soaps; Make-Up Kits Comprised of Cosmetics; Sunscreen Creams; Eye Creams and Gels. FIRST USE: 20150909. FIRST USE IN COMMERCE: 20150909
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85658505
<b>Filing Date</b>	June 21, 2012
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 4, 2013
<b>Registration Number</b>	5036713
<b>Registration Date</b>	September 6, 2016
<b>Owner</b>	(REGISTRANT) THE HONEST COMPANY, INC. CORPORATION DELAWARE 12130 Millennium Drive, Suite 500 Playa Vista CALIFORNIA 90094
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Irene Y. Lee
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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